

July 8, 2004

Via Electronic Mail

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

RE: Report No. AUC-04-58-A (Auction No. 58)
Broadband PCS Spectrum Auction Scheduled for January 12, 2005, *Public Notice*
DA 04-1639 (released June 18, 2004)

Dear Ms. Dortch:

Highland Cellular LLC and its affiliated companies have been frequent participants in prior FCC auctions. As a rural carrier serving rural, underserved markets, the designated entity rules and policies have given Highland the ability to purchase additional PCS spectrum in several of the prior auctions. Given the prior success of the program for Highland, we believe that it is critical for the FCC to maintain the DE rules, developed in connection with Auction No. 35, in the upcoming Auction No. 58.

In an industry that is both rapidly consolidating and developing new advanced wireless data services, access to spectrum by small businesses and entrepreneurs benefits the public and the industry. Many of the current technological developments, such as broadband wireless will utilize licensed spectrum. And the areas which are in most need of these services are often in rural markets where the consumer choice for these types of services is limited. It therefore is critical for spectrum licenses to be made available to small businesses in order for competition and new services to be advanced.

Highland believes the current designated entity rules are reasonable and have already undergone extensive public comment; we therefore request that the FCC maintain the existing designated entity rules.

Sincerely,

Tom Attar
Vice President

Ms. Marlene H. Dortch

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